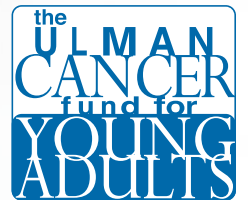


HOPE. FIGHT.

THRIVE

The Ulman Cancer Fund for Young Adults

STRATEGIC PLAN 2008: EXECUTIVE SUMMARY





Dear Ulman Cancer Fund Supporters:

Ten years ago, the Ulman Cancer Fund for Young Adults began out of a dorm room at Brown University. This year, we celebrated an incredible milestone in our organization's history and one of the most exciting times to date in the world of young adult oncology.

We have had the privilege of spending the last decade supporting, educating and connecting young adults, and their loved ones, affected by cancer. As we embark on the next chapter of our journey, we remain committed to the same values that got us to where we are today – collaboration, integrity, perseverance and compassion.

The Ulman Cancer Fund's Strategic Plan will serve as a roadmap for the organization's work and direction over the next five years. We believe it is as an accurate representation of who we are, what our stakeholders want us to be and most importantly, what is always in the best interest of young adults and their loved ones affected by cancer.

As we move into our next 5 years our direction is clear; progress has been made but there is still much work to be done. Too many young adults face cancer alone, are not told about fertility preservation options, or cannot pay for their treatment. Delayed diagnosis, poor recruitment into clinical trials, and lack of national attention to the population has hampered research and stagnated survival rates.

This document will help us tackle many of these challenges for young adults, but we need your help too.

We invite each of you to join us in our FIGHT!

Sincerely,

Brock Yetso
Executive Director

Mission, Values, and Vision

The UCF Mission

The Ulman Cancer Fund for Young Adults enhances lives by supporting, educating and connecting young adults, and their loved ones, affected by cancer.

The UCF recognizes that young adults affected by cancer are not benefiting from progress in cancer prevention, screening, diagnosis and treatment to the same extent as other age groups. Additionally, some issues are very specific to young adults surviving cancer. These include the practical and emotional issues of independence, insurance and finances, fertility, dating and intimacy, interruption of education or career, and loss of optimism and hope.

The UCF Values

The UCF's work is built on the belief that every young adult diagnosed with cancer deserves hope and support. The values that guide the daily work with young adults as well as the long-term organizational planning include:

- **Collaboration.** Ongoing cooperation and idea and resource sharing will lead to the best possible outcomes for young adults living with cancer and their families. Collaborators include medical providers, the patient advocate world, nonprofit organizations, and private entities, as well as government agencies, community members, individual patients, and the institutions that care for them.

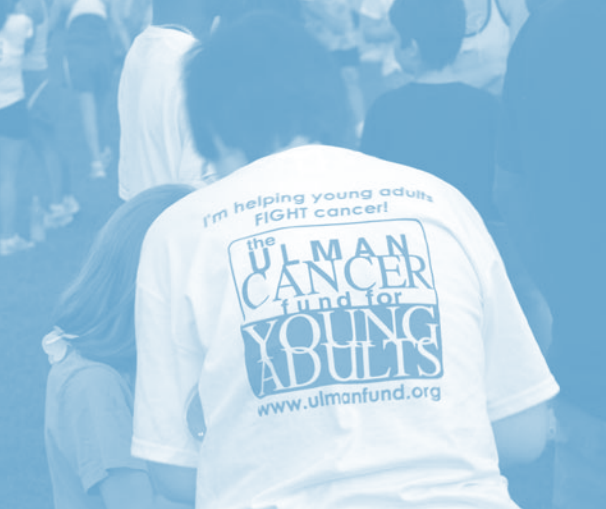
- **Perseverance.** Every obstacle can be overcome with determination, hard work, and resourcefulness. The UCF's organizational efforts serve as a model for young people during the greatest challenge of their lives.

- **Integrity.** Every donation and dollar spent will be used in the most efficient and effective way.

- **Compassion.** All young adults living with cancer, and their loved ones, deserve to be treated with a concern and sensitivity that reflects the unique medical and emotional issues that they face.

The UCF Vision

The Ulman Cancer Fund for Young Adults envisions a world where all young adults affected by cancer will have the support and access to resources they need in order to thrive.



A national movement to improve outcomes for young adult cancer survivors is gaining momentum. Recent efforts have led to the creation of federally endorsed reports that outline research and care imperatives for young adults and a strategic plan to achieve these recommendations.

To fully capitalize on the opportunities that will result from these efforts, the UCF must have a clear vision and plan for serving the increasing numbers of constituents as well as addressing identified areas of focus for future growth. It is anticipated that the opportunities to serve young adults will be numerous and vast in scope as recognition of the unique needs and unequal cancer burden of this population increases among researchers, clinicians and funding agencies. It is necessary for the UCF to have a strategic plan for the future to continue to serve as a leading service provider for young adults affected by cancer.

Strategic Planning Process

In the fall of 2006, the Board of Directors of the Ulman Cancer Fund for Young Adults established the UCF Strategic Planning Committee. This committee was charged with exploring and analyzing opportunities and threats facing the organization, both internal and external, that contribute to or impede the development of a vision and strategy for the future.

Based on this direction, the committee thought strategically about the organization and its environment in order to draft and finalize a strategic plan. This plan will provide a framework for the organization to accomplish its mission and vision over the next five years. The plan will be reviewed and commented on by the organization's board. Ultimately, however, it has been written and will be finalized by the UCF Strategic Planning Committee.

Strategic Plan Model

This report summarizes the strategic planning process and organizational priorities for the Ulman Cancer Fund for Young Adults. The UCF staff and board consider this report a living document that helps guide the future work of the organization. This report will be referred to and adjusted as implementation strategies are undertaken, as well as when more is learned about the ever-evolving community and stakeholders that the UCF represents and serves.

Implementing the Plan

This strategic plan will serve as a framework for the UCF to accomplish its mission and vision over the next five years. This report is considered to be a living document that will be referred to and adjusted as implementation strategies are undertaken, as well as when the UCF learns more about the ever-evolving community and stakeholders represented and served.



Organizational Goals and Strategies

The key areas of attention during the strategic planning process include:

- Organizational mission, vision, and values
- The transition from a local foundation model to a national service provider, both programmatically and organizationally
- Evaluation of program effectiveness
- Board development and committee structure
- Best practices in branding and messaging

The following chart describes the five organizational goals, strategies identified to achieve each goal.

Organizational Goal #1: Determine the UCF's identity as a national and local leader in the young adult cancer movement.

Organizational Goal #2: Prioritize the programmatic focus of the UCF to match its organizational resources so that services to young adults and their families will be the most efficient and effective possible.

Organizational Goal #3: Implement proactive and targeted marketing strategies to improve communications and public relations so that all young adults impacted by cancer will know about the UCF and its services.

Organizational Goal #4: Increase organizational funding by 15-20% per year during years 2-5 in order to diversify the funding base and create new revenue streams that will enhance the organization's ability to deliver programs and services.

Organizational Goal #5: Increase and improve stakeholder retention (stakeholders include young adults, their families and loved ones, funders, health practitioners, and volunteers).

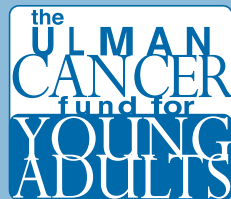
Cross-cutting Goal: Increase the diversity* of the organization.

** Diversity refers to geographic, ethnic, racial, socioeconomic, religious, and cancer survivor status.*



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– Brock Yetso



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